

American Food Fair at NRA 2004



May 22-25, 2004

**McCormick Place
Chicago, Illinois**

Pacific Northwest Pavilion

- Domestic and International exposure
- Over 70,000 buyers
- Great contacts
- Large pavilion
- State Department of Agriculture assistance
- **FOOD SHOW PLUS!**

**IDAHO STATE DEPARTMENT
OF AGRICULTURE**

Contact:

Gus Eliopoulos

P.O. Box 790

Boise, Idaho 83709

Phone: (208) 332-8678

Fax: (208) 334-2879

Email: geliopul@agri.state.id.us



The **American Food Fair**, held in conjunction with the National Restaurant Association's 85th Annual Restaurant Hotel-Motel Show, is sponsored by NASDA (National Association of State Departments of Agriculture). This is the only location on the show floor that is exclusively dedicated to showcasing food and beverage products. In addition, NASDA is working hard to promote this show around the globe. Their mission is to ensure that the right buyers are introduced to the best of what the United States has to offer.

FOOD SHOW PLUS!

Within the **American Food Fair**, the Idaho State Department of Agriculture is coordinating an **Idaho Pavilion**. By participating in this pavilion, you will receive a hard back wall display, carpet, 3 arm lights, 2 shelves, skirted table, and a customized ID *in addition* to the 12' X 8' floor space. Space will be sold on a first-come-first-served basis at \$ **3100** per booth.

The deadline for application and payment is **January 19th, 2004**. Please return this form and payment as soon as possible to ensure a space in the pavilion.

SOLD OUT

Company: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Tel: () _____ Fax: () _____

Email: _____

Products: _____

****Note** that your participation at this show may be eligible for USDA Market Access Program funds (up to 50% match). For information about eligibility and other USDA programs, contact the Western US Agricultural Trade Association (WUSATA) at (360) 693-3373 or their website: www.wusata.org.